YOU can play the most difficult composition ever written, respective of whether you understand music or not, on the

Pianola-Piano

You can play with the perfection of technique equalled by

The wonderful expression tevers found only on the Pianola Piano enable the merest novice to play with the expression and

feeling of the great master.

Come in and play the Pianola Piano yourself—only in that way can you fully appreciate its qualities.

Walter D. Moses & Co.

103 East Broad Street.
Oldest Music House in Virginia and North Carolina.

Field Follows Hounds at

both ciever young to the fair sex to follow the mix const was in McDonaid's, and the inst cast was in McDonaid's, and the is fluding readily led the field at a sex pace through Carrol's and Childrey's rook Road, through Lakeaide, Bloom to a Street Road for a short check. The was continued to Westhampton Park in Country Club, about eight miles, he a large eround on the porthes and enloyed a spectacular finish over the in front of the childhouse, see riding were: W. O. Young, M. F. on Overland, H. C. Beattle, Jr. on Overland, H. C. Deattle, Jr. on Overland, H. Overland, H. Overland, H. Overland, H. Overland, H. Overland, H. Overland

Despite Heavy Going, Large Meeting of Two Scheduled for Chicago About January 7. Expect-Agreement.

offes being out to see the description of the description various points of the The run was fast and exciting from to finish, and though the weather consist were excellent the going was very CROSS COL

BOWLING LEAGUE

can ponies, and are making their way jets urely, but are several nundred miles ahead of meir schedule. To raise funds for their provisions during the Imparable part of the 18 played their moving-plotures, in which Mrs. In game for the first haif of the season tures on the pletures. It is which Mrs. Ridgely participated, and Mr. Ridgely jet that the Newport Alleys last night. The they will be seen at one of the loral play afteups in a garrison finish captured two houses during their week or ten days stay afteups in a grarison finish captured two houses during their week or ten days stay afteups in a played in big. The will also make films for ague form, and put up a nice total. The the companies which they represent while on the tour.

HERMITAGE GOLF CLUB



Houses Without Chimneys

YOUsee them often — the builders' and contractors' shacks — the temporarybuildsort of purpose. Almost invariably they are kept warm and comfortable in cold weather by the

Wherever furnaces or ordinary

OIL HEATER r wherever ordinary heat is not sufficient there you find need for one of these handy Perfection Heaters.

If you've a house without a chimney, or a cold spare room, or a balky furnace, you will appreciate the Perfection Heater.

fade with nickel trimmings (plain steel or enameled turquoise-blue drums). Ornamental, Inexpensive. Lasts for years. Easily moved from place to place. At dealers everywhere.

STANDARD OIL COMPANY

Shoreham Hotel Company

Announces the Opening

SHOREHAM HOTEL

H Street Northwest, at Fifteenth Street,

WASHINGTON,

Saturday, January 4, 1913

in the afternoon at 4 o'clock. W. H. BARSE, Manager.

Baltimorean Wins First Fall Decisively, but Loses Remaining Two.

After winning the first fall in com-paratively easy fashion with a ham-merlock in just nine and a haif min-nites, Young Hurdle, the Baltimore boy, who has been trailing George Herbert for several months asking for a match on the mat, lost the buil be-tween the two at the City Auditorium, Herbert gaining the last two throws. No particular title was at stake; it was increly a case of trying to determine which of the two was the better boy, and Herbert won. and Herbert won.

Young Casselman entertained the audi-ence with fifteen minutes of exhibition wreatling, the end coming without a fall having been obtained.

After viewing the house. Hurdle at first resufed to go on, but Herbert agreed to make up any deficit between what the box office showed and the guarantee demanded by the Baltimon rean. When they got together Hurdle appeared to outwelgh the local boy by about ten pounds, though the agreements—at least, the published agreements—said that both were to weigh in yesterday afternoon at 3 o'clock at 136 pounds. This little detail was evidently overlooked. dently overlooked.

Gaining a hammerlock after more than nine minutes of sparring. Hurdle pinned Herbert's shoulders to the mat. A wait of ten minutes brought them back to the centre of the mat, and Herbert won the fall with a further Neison in twelve and a half minutes. Another intermission of ten minutes followed. Using a further Neison and a hammerlock, the local grappier won the final fall and the match.

After the conclusion of hostilities Hurdle asked for a return match for a side bet and the winner to take all of the gate receipts. Herbert followed with an announcement that he had retired from the mat and would devoted.

tired from the mat and would devote the rest of his time to the boxing

The small house enjoyed the engagewin \$5.990, reached was that while hurdle was the New York stronger and used his head to better pure of the advantage. Herbert displayed more staying qualities. Hurdle complained of a sprained arm, which may have had something to do with his showing.

Committees Named to Keep Alive Interest Already Shown in Big Exhibit.

Letters in various other forms are reaching the business men of the city. from the members of the "Boosters Committee" for the Richmond Automobile Show to be held at the Horseshow Building in February. These letters designate the recipient as a committee of one to secure twenty-five other boosters, hence the boosting spirit is permeating every office and home in the city, and the auto show is receiving a great deal of attention. It is right that the auto show should be uppermost in the minds of the be uppermost in the minds of the people of Richmond for 't will be an event long to be remembered. It will bring to Richmond the finest cars of the leading manufacturers and will afford an automobile education not to afford an automobile education not to be gained in any other way than in attendance upon such a exhibition. Don't feel slighted if you haven't been asked to become a booster for the boosters will get you before the week

Lynchburg Y. M. C. A. Quint Will Play North Carolinians on January 9.

Lynchburg, Va., January 1.—After leighty negotiations the Asheville, N. C., Y. M. C. A busketball-team has agreed to play the local association quint two games, the first of which is to take place here January & The return game will be played at Asheville February 2.
Director Warthen is still diskering for games with the Washington and Richmond associations and with the Virginia Polyschine Institute.

The games have

nesociations and with the Virginia Polyrechnic Institute.

Two games have been agreed upon with
the Greensboro, N. C., and Roanoke associations, but these dates have not been defnitely decided upon yet. The same condition p vails as to two games with Roanoke
Coileg Virginia Christian Coilege and the
givernout A. C., of Lynchburg, will also be
given two games.

The quint has airendy played and won
two games with local fives, but it opens its
ceal schedule next Saturday night at Lexington with the V. M. I. Chdets.

The dates aiready scenduled follow:
January 4-V. M. I. at Lexington.

January 3-Asheville Y. M. C. A. at Lynchlove.

HURDLE BEATEN 12 Plans to Sell Direct to Consumer

Study the Schemes Printed Below---Write Us Your Ideas \$25.00 IN GOLD FOR BEST LETTERS

QUOTE PRICES TO SHOW SAVING.

Gentlemen.—I think the best way to sell farm products by parcels post is for the farmers all over the State of Virginia to get together and advertise in The Times-Dispatch and other leading newspapers in the State what farm produces they have got to sell and the very lowest prices they can sell them for, so the consumers can see what a big profit they can make by buying direct from the farmers through the parcels post. Our largest business houses in the United States have been built up by advertising in the leading papers of the country, and I think if the farmers will try my idea they will soon have the high cost of living cut down a great deal, and also make a bigger profit for themselves by selling their products direct to the consumers. I remain,

Yours very truly,

JAMES W. RUFFIN.

ADVERTISE AND SELL RELIABLE GOODS.

Dear Sir,—I have lived on a large farm and in the city, too, and understand the farmer's desire to sell and the city housekeeper's need to buy, but there has been no satisfactory way to bring the two together. Thanks to the parcels post for supplying the connecting thread.

By means of the parcels post, the farmer will be enabled to have regular customers in the larger towns for certain classes of produce that he can regularly supply. For example, butter, eggs and dressed chickens. He should contract to supply some housekeeper or boarding house known to be reliable (most farmers know these already), and he should take care that they are never disappointed in him. His products must be of the quality he recommends them, for the farmer will find that the city woman may allow herself to be "put upon" by the wagon at her door, and occasionally by her grocer, but she will hardly buy by mail from an unreliable person, for in buying by mall, unlike from a wagon or store, she has no chance to examine an article before purchasing.

In disposing of the products not regularly produced, but yet are staple and important, such as hams, sausage, spareribs, etc., the producer should advertise these under the head of classified advertisements in The Times-Dispatch or other city papers. This will cost only 16 cents, or 1 cent the word. In this way, a great number of the irregular products that usually go to waste could advantageously be sold. By means of advertisements the boys might realize a neat sum from their surplus crops—the extra peanuts, wainuts, hickorynuts and popcorn. Partridges in season would bring fancy prices. Why not sell some of their rabbits? The early vegetables, especially tomatoes, could be handled by mail. The girls might dispose of early spring flowers at Easter, especially jonquits and violets. The died fruits, peas and beans might also be sold. This should rapidly become a fixed department of the classified advertisements in all papers. It is essential that the farmer who wishes to make a success of this

ne and address of Very truly yours, MRS. STERLING H. DIGGS.

ADVERTISE PRICES POSTPAID.

Gentlemen.—Now that the United States has at last decided to inaugurate the parcels post, so long in vogue in England, and of great benefit and convenience to the country people, it is to be hoped that the country looks in this country will be quick to see the advantages to be gained by using the parcels post as a means of sending their produce to town and their customers, thereby saving themselves many a weary and ofttimes cold and dreary trip to deliver their stuff themselves. The first great and essential thing to be considered in finding a way to sell farm produce by mail is advertising in a good newspaper what one has for sale that can be readily sent by parcels post, being careful in wording your ad, in having produce for sale "postpaid," so that the consumer will not have the trouble of having to pay the carrier upon receipt of the stuff. Secondly, contrive so as to have everything nacked in as small and neat package as possible, thereby making it easier for your mail carrier to handle, and will most undoubtedly appeal to the exact taste of the city matron, who as a rule fancies anything neat and nicely put up. In following these two rules, one will find that they will ultimately lead to success.

CHARLES H. GARROD.

Mr. Producer, Uncle Sam has a New Year's gift for you that is going to be of lasting value to you and all the rest of the farmers in this country. The parcels post will be inaugurated at the beginning of the new year. You have been hearing about this for a long time. You have known of how it has helped the farmers in other countries where it has been given a fair trial. You have it now yourself. What are you going to do with it? You say at once that you are going to busy yourself to find just how you can use it to the very best advantage.

What the parcels post is going to do for you is to enable you to put directly into the hands of the consumer the surplus small products from your place at a cost that will not eat up all the profits. Isn't this a boon to you, Mr. Producer?

It has been said that the farmer has not been getting more than 50 per cent of what the consumer has to pay for farm products; cost of transportation and selling have eaten up the other 50 ner cent. Now you have an opportunity to change all this. The Post-Office Department is trying to help you. "Parcels Post Regulations," a little parmohiet which they have issued for your instruction, is what you should have to tell you in detail what you may send how much you may send, and what it costs. Get this from the Post-Office Department.

The main points for you to know in the beginning are as follows: You may send as much as eleven pounds in one package, same not to measure more than seventy-two inches in length and cirth combined. You may ship almost anything that you may have to discose of from the farm—butter, eggs, dressed fowis, fruit, etc. The package must not be sealed, and must contain name and address of shipper. Such articles

be delivered locally—that is, does not have to be handled by a railroad or steamboat—the rate is 5 cents for first pound and 1 cent for each additional pound. If it is to be sent within a radius of fifty miles 5 cents for first nound and 3 cents for each additional pound. Longer distances slightly increase rates. Special parcels post stamps must be attached to all packages. You may insure package for \$56 at cost of 16 cents.

Now, a specific example: If you live on mail route running into good market, eleven pounds of butter, etc. may be sent direct to consumer for 15 cents. If less than fifty miles from market, and not on route running direct to same 35 cents for eleven pounds. Compare cost and convenience of this with what you have now.

W. TUCKER.

CRIER WITH BELL OUT OF DATE.

CRIER WITH BELL OUT OF DATE.

Gentlemen,—In the olden days, when it was desired to sell something, a crier was sent out to make the announcement, using a bell to attract attention. To-day the daily paper is the means used by those who desire to reach the largest number of people in the shortest time.

As "telling means selling," I do not know of a better plan to sell farm products by mail than to use a plainly worded advertisement in the daily paper, advising the consumer just what you have to offer.

There are hundreds of families in Richmohd who are just as anxious to buy from you as you are to sell to them. It is all a matter of your telling them that you have it, stating price, quality, how prompt you will ship, and be sure to guarantee the goods and the delivery. "By mail, prepaid," is a very attractive slogan.

It will not take long for the housewife to learn the advantages of dropping a line in response to some advertisement, and then having the postman deliver the goods to her direct from the farm, with the guarantee of the producer as to its freshness.

As eleven pounds is the maximum weight that can be mailed in one package, and in consequence gives the lowest rate for shipping, would advise advertising farm products put up in packages of this weight for convenience and economy.

Following is a suggestion for a butter advertisement:

convenience and economy.

Following is a suggestion for a butter advertisement:

BUTTER BY PARCELS POST—I have been told that my wife makes the best butter in our county. She makes a creat deal more than we can use, and we desire to arrange with a few families to ship them once or twice a week, or daily if eserted by nercels nost, butter sufficient for their needs. PROGRESSIVE FARMER, R. F. D. No. 2, Quicktown, Va.

Gentlemen.—A great impetus towards the prosperity of the American farmer will be handed out to him by Uncle Sam as a New Year's gift on January 1, 1913, in the parcels post, and which will virtually bring the city market to his door for small lots of farm, garden and dairy products, which would not justify his taking the day off to drive to town to market a pound of butter, a quart of strawberries or a peck of early peas. There is too much valuable time spent by the average farmer on the road or in the village, which could be used to a good advantage on his farm, and this evil will largely be eradicated by the parcels post system; and white the good wife or the cherry-cheek daughter is arranging the packages for our government to take to market for us, he can busy himself with something to do on the farm, in place of tramping or driving to town with a dollar's worth of produce to sell, thus wasting a day, when it could be so well spent around the barn yard or at the plow; and if the farmer will just let the parcels post do his running around, while he uses that time on his farm, he will be surprised at the end of the year to see the very substantial increase in his bank account.

"INTERBROOK."

ADVERTISE FOR NAMES-THEN SEND BOOKLET.

ADVERTISE FOR NAMES—THEN SEND BOOKLET.

Gentlemen,—In accordance with your advertisement, I herewith submit my ideas of "How to Sell Farm Products by Parcels Post."

First. The producer should notify the trade ahead of time as to what he will have for sale. In order to do this, the producer will have to determine, as near as possible, just what his products will be.

Second. After the producer has decided what he will have for sale, he should get out a neat catalogue, booklet or pamphiet, and list therein all the products he will have for sale, setting forth the prices, when the different products will be ready for sale, etc. He should also ade enough to his selling price to pay for the postage on any product shipped by mail. Third, When the catalogue is ready for distribution the producer should insert an ad, in the daily and weekly newspapers throughout the State or sections that he wished to reach advising the catalogue is ready for distribution, and would be sent to any address desired immediately by mail. The ad, should read something like this:

Our new catalogue, containing prices of farm products by parcels post, is ready for distribution. A 2-cent stamp will bring this valuable book to your door by return mail.

If this plan, as outlined above, is followed closely, it will only be a matter of a very short while that the reduction in the cost of living will be very noticeable.

GEO. W. MURRAT.

SELL AS YOU ADVERTISE.

Gentlemen.—I think that before anybody can sell anything it is imperative that he should advertise. Of course, it pays in the end. It may be that Richmond people will not benefit much from the dairy products by parcels post as Richmond is blessed by having two markets where the farmer sells his products direct to the consumer, but in the large and congested cities in the North is where the people will reap a very fine harvest, as it will do away with the commission man.

As I said at first, you must advertise, and then sell as you advertise; i. e., if you advertise first-class goods, send them, and them only. A bad reputation is both easy to make and hard to get rid of, and if you have a good one, people will always buy where they can rely on the owner. There is another way, but that is not as good as advertising. That way is to write to the people. That branch of advertising has been so abused that people are very distrustful of the letters.

Summed up, there is only two good ways to sell dairy products through parcels post—by advertising in the papers and by selling first-class goods.

The above is about the only way to sell farm products by parcels post, in my opinion. Yours truly,

BEST WAY IS TO ADVERTISE IN NEWSPAPERS.

The question of marketing our farm produce is made much easier through the establishment of the parcels post service.

The question that first arises is, How will I get in touch with the buyers for my produce? The best medium is through the classified adcolumn in the newspaper that has the largest circulation in the city or section that you wish to sell in. Magazine advertising is too general to give us adequate returns.

After you have gained in this way enough regular customers to take the produce that you have for sale from week to week, it will only be necessary to insert a small ad once a week to call attention to anything special that you have for sale, and this will also put you in touch with new patrons to take the place of old customers that drop out for various reasons.

special that you have for sale, and this will also put you in towardus new patrons to take the place of old customers that drop out for various reasons.

After you have enough customers to take your produce regularly, then see to it that the produce furnished them will be satisfactory. For a satisfied customer will be your biggest advertisement, and if you do this you will have plenty of people on your waiting list.

A nice family business can be worked up by having an assortment of produce to sell; for instance, you can supply a number of families with a package containing enough eggs, butter and meat or chicken to last them one week or less. If hogs and sheep are kept on the farm, arrangements can be made to kill once a week, and sausage and the different meat cuts can be sent to your customers as ordered.

The same plan can be carried out in the summer by having a variety of truck for sale and making one package contain an assortment of vegetables that are in demand.

Too much attention cannot be given to your package and packing, for you will find that an attractive package, on the inside as well as out, will return a larger profit than anything else you can do. The cost of the package and contents and postal charges should all be figured out so you will know what the package cost, and then make your price to the buyer accordingly.

Your patrons can be kept in touch with the prices of your offerings by a letter to them once a week, in which you can call their attention to special croos that are to follow: in this way your fruit and berry crops can be sold long before picking time, and shipment can be made as proked. If enough orders do not come in from your regular customers, then an add in the classified ad column of the city newspaper will bring you the buyers desired.

With special attention to always have fresh, first-class produce, with this line that will be very profitable.

Your struly,

F. D. WHAS.

Yours truly,

SEND CARD WITH PRICES TO FRIENDS.

Dear Sirs,-In regard to the

below:

First, write your friends a personal letter, stating what you have for sale; also how and when to make settlement.

Second, at the first of every two weeks or every month send a printed card, with pricas and what you have for sale. Make crates of light weight, so as to bring the postage down. Try to keep on good terms with the mail carrier. Try not to give him any trouble, and he will help you in selling your products. Put the sale of your goods in the papers as advertisement.

RONALD HENDERSON.

ADVERTISE IN PARCELS POST DEPARTMENT.

Gentlemen.—Having read "Seven Ways to Sell Farm Products" in your Sunday's lesue, have come to the conclusion that the producer can come into contact with the consumer more directly by parcels post ads, than in any other way. For this reason: The housewife reads the ads, both large and small, and it's up to the farmer to make his prices suitable to the housewife's pocketbook, and he can only do that through the newsthe housewife's pocketbook, and he can only do that through the newsthe housewife's pocketbook, and he can only do that through the newsthe housewife's pocketbook, and he can only do that through the newsthen housewife's pocketbook, and he can only do that through the newsthen housewife's pocketbook.

WRITE A LETTER TELLING

"How to Sell Farm Products by Parcel Post"

Farm Products, etc., will be carried by mail through the Parcel Post commencing January 1. The effect of the law will enable the producer to sell direct to the consumer.

Write a letter, not over 500 words, giving your ideas of "How to Sell Farm Products by Parcel Post."

\$16.00 Will be Given for the Best Letter.

\$5.00 Will be given for the Second Best Letter.

\$3.00 Will be Given for the Third Best Letter. \$2.00 Will be Given for the Fourth Best Letter.

\$1.00 Will be Given for Each of the Five Next Best Letters. Contest Ends January 5, 1913

Send all letters to the "PARCEL POST DEPARTMENT," THE TIMES-DISPATCH, Richmond, Va.